

PROGRAM ID: FBC10520
 TIME: 08.05.50
 PSC OFFER NUMBER: 49ZMO1219005

PROMOTIONAL SERVICES CENTER
 CONSUMER FULFILLMENT SYSTEM
 PROMOTIONAL STATUS REPORT

PAGE 1
 DATE 03/31/94

	PO BOX NUMBER	METHOD OF DISTRIBUTION	DISTRIBUTION DATE	EXPIRATION DATE	VOLUME OF RELEASE	ESTIMATED-REDEMPTION PROM GRP	KANKAKEE
PSC OFFER DESCRIPTION: ALPINE SMOKERS SURVEY	8898	DIRECT MAIL	03/01/94	08/01/94	250 M	25000	25000
PPL NUMBER: 94700A							
PRODUCT/BRAND: ALPINE							
TYPE OFFER: QUESTION							
DISTRIBUTION AREA: NATIONAL							
SHIPPED BY:							
POP REQUIREMENTS: COMPLETE SURVEY							

STATUS BY P.O. BOX

	----- PRIOR CUM -----		WEEK NUMBER: 3 -- ACTIVITY 04/02/94 --		----- CUM TO DATE -----			ESTIMATED* REQUESTS
	REQUESTS	ITEMS ORDERED	REQUESTS	ITEMS ORDERED	REQUESTS	ITEMS ORDERED	REDEMPTION	
P.O. BOX 8898	1,198	1,198	3,941	3,941	5,139	5,139	2.05%	25,493
TOTALS	1,198	1,198	3,941	3,941	5,139	5,139	2.05%	25,493

* ESTIMATE REPRESENTS MAIL RECEIVED -- NOT PROCESSED

INVALID REQUESTS

	PRIOR CUM REQUESTS	WEEK ACTIVITY REQUESTS	CUM TO DATE REQUESTS
UNQUAL/INELIGIBLES			
DUPS ELIMINATED			
TOTALS			

ITEM ACTIVITY

2041390046